

Message Text

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PAGE 01 STOCKH 02570 151215Z
ACTION EUR-12

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FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC
INFO SECSTATE WASHDC 0874

UNCLAS STOCKHOLM 2570

E.O. 11652: N/A
TAGS: BEXP, SW
SUBJECT: ADS REQUEST - HEWITT-KENNY CORP., NEWPORT BEACH, CA

REF: CD-144 4/29/77

1. WE CONTACTED A NUMBER OF BEAUTY SALONS, COSMETICS SUPPLIERS AND JEWELERS ON BEHALF OF HEWITT-KENNY CORP. ALL THESE COMPANIES WERE GIVEN DESCRIPTIVE MATERIAL. DURING OUR RESEARCH WE WERE INFORMED THAT THERE ARE ABOUT 500 COSMETOLOGISTS IN SWEDEN, OF WHICH APPROXIMATELY 300 ALREADY USE THIS TYPE OF EARPIERCING INSTRUMENT. AMONG THE REMAINING, MANY FIND THIS PISTOL UNNECESSARY AND PREFER TO USE A SILVER NEEDLE, WHICH THEY CONSIDER MORE HYGIENIC AND PRACTICAL. THE POTENTIAL MARKET IN SWEDEN FOR HEWITT-KENNY PISTOLS IS THEREFORE RATHER LIMITED.

2. ONE OF THE LARGEST DISTRIBUTORS OF COSMETICS, PHARMA-CEUTICALS AND OTHER EQUIPMENT FOR SWEDISH BEAUTY SALONS IS:

AB GUNNAR HALLENHEIM

BOX 342

S-162 03 VALLINGBY, SWEDEN

ATTENTION: MR. GUNNAR HALLENHEIM

TELEPHONE: 08/38 60 12

THIS COMPANY HAS RECEIVED PRODUCT LITERATURE, BUT PREFERRED TO KEEP IT AND RESPOND MORE DEFINITELY LATER. THE COMPANY WAS ESTABLISHED IN 1963, HAS SHARE CAPITAL OF SKR 100 THOUSAND

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PAGE 02 STOCKH 02570 151215Z

AND ANNUAL TURNOVER OF APPROXIMATELY SKR 3 MILLION. THE COMPANY REPRESENTS A NUMBER OF FOREIGN MANUFACTURERS. MR. GUNNAR HALLENHEIM, A RESPECTED BUSINESSMAN, IS THE FIRM'S OWNER. ACCORDING TO LOCAL CREDIT SOURCES, THE FIRM IS A HIGHLY RECOMMENDED TRADE CONTACT.

PREPARED BY: ECON/CA: GWITT APPROVED BY: ECON/CA: TRUMME.

PERRY

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
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Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Status: NATIVE
Subject: ADS REQUEST - HEWITT-KENNY CORP., NEWPORT BEACH, CA
TAGS: BEXP, SW
To: COM
Type: TE
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